

Shea Character Area Plan

Public Outreach Kick Off Meeting

November 15, 2010

Mustang Library



Shea Character Area Plan

Presentation Summary

- General Plan
- Shea Character Plan Purpose and Background
- Shea Character Area Planning Process
- Shea Character Area Public Participation



Scottsdale General Plan



General Plan

What is the General Plan?

A General Plan is a policy document that identifies community priorities and visions for the future

The General Plan policy document will be a tool used to guide future development and redevelopment throughout the City of Scottsdale.



General Plan Elements

State law requires that Scottsdale's General Plan include the following "elements" or topics:

- Land Use
- Circulation
- Open Space
- Growth Area
- Environmental Planning
- Cost of Development
- ***Economic Vitality***
- Water Resources
- Energy
- Recreation
- Public Services and Facilities
- Public Buildings
- Housing
- Neighborhood Preservation and revitalization
- Conservation, Rehabilitation and Redevelopment
- Safety
- Bicycling
- ***Community Involvement***
- Conservation
- ***Character and Design***



General Plan

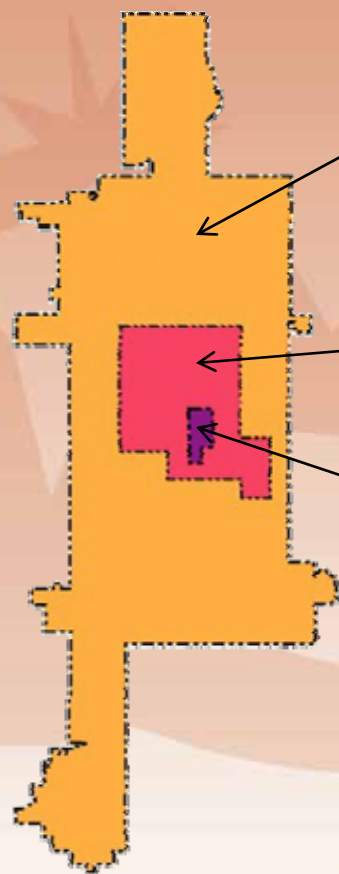
A General Plan consists of:

- ***Goals*** which are statements of the City's ideal characteristics (end/outcome). They are long-term, representing community values.
- ***Policies*** which serve as guidelines which the City will follow to attain the goals.
- ***The Implementation Program*** which will provide action steps for the City to achieve the goals.



General Plan

As stated in the General Plan, Scottsdale has a three level planning approach:



1. General Plan
 - Broad, citywide guiding principles
2. Character Plan
 - Vision and role of an area
3. Neighborhood Plan
 - Detailed, specific planning



Shea Character Area Plan

Purpose and Background



Shea Character Area Plan Purpose

Shea Character Area Plan Purpose

- Establish a Vision for the Shea Area
- Provide goals and policies to guide future development decisions
- Establish an Implementation Program to achieve the vision, goals, and policies



Shea Character Area Plan Background

Character Area Plans:

- Are Policy documents;
- They look at a particular geographic area of the City;
- The CAP will address important community-specific topics;
- Character Area Plans are consistent with the City's General Plan; and
- These plans are long range in nature and need to be reviewed every ten years.



Shea Character Area Plan Background



Six Character Areas:

- Downtown (adopted 2009)
- Southern Scottsdale (2010)
- Greater Airpark (2010)
- Shea Corridor (2012)
- McDowell Vistas (TBD)
- Tonto Foothills (TBD)



Shea Character Area Plan Background

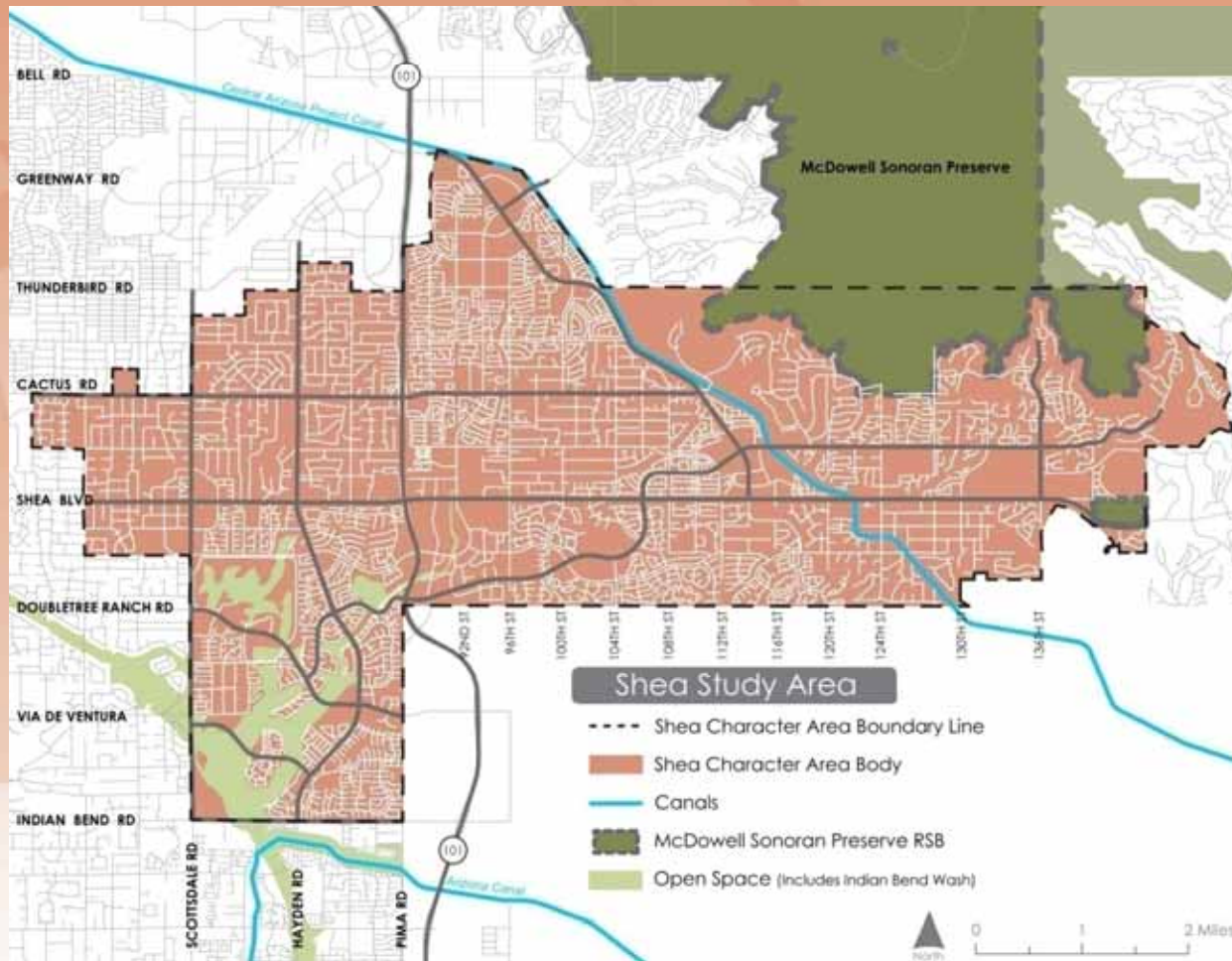
Character Area Planning process updates the General Plan (GP) by :

- Providing Public Outreach to inform the GP Update
- Designating new GP Land Use classifications
- Proposing new GP Growth and Activity Areas
- Providing new GP Character Area Map references
- Providing new GP Character Area Criteria Map references
- Adoption of the Character Area Plan as part of the GP



Shea Character Area Plan Background

Shea Character Area Boundary



Shea Character Area Planning Process



Shea Character Area Plan Process

- **Phase 1:** Understanding the Shea Character Area
- **Phase 2:** Developing a Vision for the Shea Character Area
- **Phase 3:** Drafting the Shea Character Area Plan
- **Phase 4:** Revising the Shea Character Area Plan
- **Phase 5:** Adopting the Shea Character Area Plan and Inaugurating Implementation Program

**Phase
1**

Fall 2010

**Phase
2**

*Winter/Spring
2010-2011*

**Phase
3**

*Spring/Summer
2011*

**Phase
4**

*Fall/Winter
2011-2012*

**Phase
5**

Spring 2012



Shea Character Area Plan

Understanding the Shea Character Plan Area:

- Complete Economic Analysis
- Complete an Existing Conditions Report to establish a baseline understanding of the Shea Character Area

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Spring 2012



Shea Character Area Plan

Developing the Shea Character Area Plan Vision:

Community Outreach:

- Workshops to identify Vision, Themes and Priorities
- Forums, Café Conversations, Focus Groups, and other activities to refine the vision
- Share the community vision.

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Spring 2012



Shea Character Area Plan

Drafting the Shea Character Area Plan:

- Develop the Shea Character Area Plan draft document
- Community Outreach activities continue and help to review and refine the draft document goals and policies

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Spring 2012



Shea Character Area Plan

Revising the Plan:

- Final Draft Plan Document Outreach for Stakeholder Review
- Refine Draft Shea Character Area Plan document based on community review and public comments

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Spring 2012



Shea Character Area Plan

Adopting the Shea Character Area Plan

Public hearing process

- Boards and Commissions
- Planning Commission Hearings
- City Council Hearing to Adopt the Shea Character Area Plan

Implementation:

- Begin Shea Character Area Plan Implementation Program

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**Phase
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Spring 2012



Shea Character Area Plan Public Participation Process



Shea Character Area Plan Public Participation

Public Participation:

is the process by which public concerns, needs, and values are incorporated into governmental decision making.



Shea Character Area Plan Public Participation

Shea Area Public Participation process seeks to accomplish several important outcomes:

- Assisting in clarifying objectives and requirements of a policy
- Identifying and considering new alternatives
- Providing information on how a policy decision is implemented



Shea Character Area Plan Public Participation

To accomplish that end, some representative examples of the Shea Character Area Plan Public Participation exercises consist of the following:

- **Type 1:** Workshops
- **Type 2:** Café Conversations
- **Type 3:** Focus Groups
- **Type 4:** Open Houses
- **Type 5:** Surveys
- **Type 6:** Virtual Versions



Shea Character Area Plan Public Participation

Tentative Shea Area Public Participation Schedule

- November 2010-Public Participation Kick Off meeting
- Mid to Late January 2011-Business Forum and Café Conversation
- Early February 2011-Shea Area Visioning and Prioritization
- Late February-June 2011-Community Café Conversations begin
- Late August-November 2011 Focus Groups
- Early January 2012-Sticky Dot Yes/No Draft Plan Open House



Shea Character Area Public Participation

Why Should You Get Involved?

- The City is planning for Shea area community residents!
- People make the Shea area what it is today.
- Your opinion matters – what things are important to you?
- Your ideas are needed – what will make the Shea area a better place?



Shea Character Area Public Participation

The purpose of tonight's meeting:

1. Get the Word Out to your organizations and neighbors about the Shea Character Area Plan participation opportunities
2. Recognize that public participation provides residents a voice in planning process



Shea Character Area Public Participation

Ways to get Involved!

- Check the website at www.scottsdaleaz.gov/planning/areaplans/CAPshea.asp
- Additional workshops and events throughout the process
- Visit the soon to be established **Information Center** at the Via Linda Senior Center or the Community Design Studio

